



3622

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
(Case No. 03-380)

PATENT

In re Application of: )  
 )  
 ) Scott A. Rosenberg et al. )  
 )  
 ) Serial No.: 09/978,144 )  
 )  
 ) Filed: October 15, 2001 )  
 )  
 ) For: Method and System for Dynamic )  
 ) Ad Placement )

Group Art Unit: 2673

Examiner: Not Assigned

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JUN 24 2003

Technology Center 2600

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

**POWER OF ATTORNEY BY ASSIGNEE OF ENTIRE INTEREST**  
(REVOCATION OF PRIOR POWERS)

As assignee of record of the entire interest of the above identified

- ☒ application  
☐ patent

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**REVOCATION OF PRIOR POWERS OF ATTORNEY**

all powers of attorney previously given are hereby revoked and

**NEW POWER OF ATTORNEY**

The undersigned hereby appoints all of the practitioners associated with the Customer Number provided below to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith and directs that all correspondence be addressed to that Customer Number:

Customer Number: 020306  
Principal attorney or agent: Bradley J. Hulbert  
Telephone number: 312-913-0001

**Assignee of Entire Interest:**

Name: Digital Networks North America, Inc.

Address: 19 Chapin Road

Pine Brook, New Jersey 07058-9777

**EVIDENCE AND CERTIFICATION OF CHAIN OF TITLE**

☐ Recorded in PTO on \_\_\_\_\_

Reel \_\_\_\_\_

Frame \_\_\_\_\_

☒ Recorded herewith.

**ASSIGNEE CERTIFICATION**

In accordance with 37 C.F.R. § 3.73 the assignee hereby certifies that the evidentiary documents with respect to its ownership have been reviewed and that, to the best of assignee's knowledge and belief, title is in the assignee seeking to take this action.

Date:

6/9/03

Signature

[Signature]

Name: James Hollingsworth

Title: President

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